

# FROM SUPERVISOR TO STORE MANAGER

When Alex began his first apprenticeship, he was a Supervisor with ambition, drive and a clear desire to progress – but like many early-career managers, he was still finding his confidence. Today, Alex is a Store Manager at Frasers Group, having completed two apprenticeships with SR Apprenticeships and achieved distinction in both! Alex started his apprenticeship journey on the Level 3 Team Leader programme, followed by the Level 4 Retail Manager programme. At the time, he was relatively new to management and keen to build the skills, knowledge and confidence needed to succeed at the next level.

“ *During my Level 3 Team Leader programme, I was promoted from Supervisor to Assistant Manager. Just three months into my Level 4 Retail Manager apprenticeship, I achieved another promotion - this time to Store Manager.* ”

Before starting his apprenticeship, Alex faced a number of challenges common in retail leadership roles. He wanted to improve his confidence when handling difficult conversations, develop stronger coaching skills and better understand how to adapt his communication style to suit different individuals.

Like many newly promoted managers, Alex also experienced imposter syndrome. Stepping into leadership roles early in his career left him questioning whether he truly belonged there. On top of this, the fast-paced nature of retail meant development could easily take a back seat without the right structure and support.

Alex recognised he needed more than just on-the-job experience - he needed guidance, accountability and a clearer understanding of the wider commercial picture, including data analysis and how store-level decisions impact the wider business.

“ *The apprenticeships didn't just help my career, they also helped me grow personally. The skills I gained are now used every day, both inside and outside of work.* ”



**Alex Clough**  
Retail Manager  
Level 4 Apprentice  
Store Manager  
Frasers Group

Through SR Apprenticeships, Alex found the structure and support he was looking for. The programmes provided expert coaching, tailored resources and ongoing guidance that helped him apply learning directly to his role.

Across both apprenticeships, Alex developed key leadership and management skills, including:

- Confidently managing difficult conversations
- Coaching and motivating individuals with different learning styles
- Delivering presentations to large groups
- Using data to inform decisions and understand commercial performance
- Seeing beyond day-to-day operations to the wider business impact

Alex describes the support from SR Apprenticeships as “faultless - always there when needed, encouraging, and perfectly balanced.” When asked what advice he would give to anyone considering an apprenticeship:

“ *Just do it. You get out what you put in. I would encourage future apprentices to fully immerse themselves in the experience, focus on both personal and professional development and take advantage of the tools, support and new perspectives available. The apprenticeship journey didn't just support my development - it transformed my future.* ”

The impact of Alex's apprenticeship journey has been significant. Alongside this rapid progression, Alex achieved distinction in both apprenticeship programmes and saw a noticeable increase in his confidence, leadership capability and ability to remain calm and adaptable in challenging situations.